

Self-Adhesive Labels

EXPEDITE

Forms Handling

Labels can be customized to meet individual forms requirements.

by R. I. MACE

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For the uninitiated, self-adhesive labels are those which adhere to a surface by mere contact. They consist of a selected base stock—paper, film, foil or textile—printed on one side and coated on the other with a tacky adhesive. Backing paper protects the adhesive, serves as a carrier for dispensing, and prevents labels from sticking together before use.

Labels can be customized to meet individual form requirements, allowing data to be placed on existing records without the necessity of printing out an entire new form or running existing forms through an imprinter. Thus, permanent records can be continually up-dated without unnecessary clerical upheaval, effort and error, or cost of new forms.

Probably the most common use for self-adhesive EDP labels is addressing. Addresses already held on cards or tape can be printed out onto labels and then attached by hand or with dispensing and affixing equipment.

In one case, mass mailings that once took three days to address with conventional addressing equipment are now being done in one.

Volume mailings for all five branches of Valley Federal Savings and Loan Association, Van Nuys, Calif., are now being done from its master mailing list of 50,000 names maintained on punch cards used for a number of other purposes. By using special self-adhesive labels designed for data proc-

essing use and automatic affixing equipment, the firm has eliminated the need for conventional addressing machinery and plates while cutting operational time by two-thirds.

Changing statistical records can be a time consuming task, but when Southern California's Home Savings and Loan Association established a new account numbering system it easily changed 300,000 passbooks using EDP imprinted self-adhesive labels.

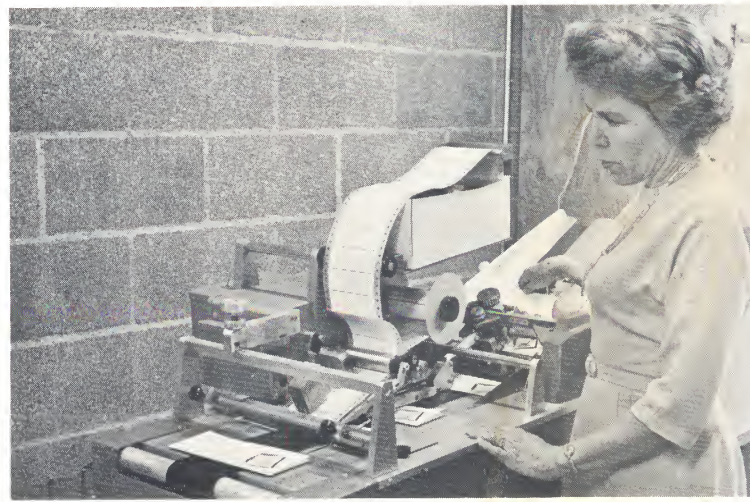
Because of the continuing growth of the Association's 24 branches, it was decided to convert the present five-number account designation to a nine-digit number that would indicate the branch and accommodate continuing growth.

While the internal bookkeeping changes could be made through the usual methods, the Association faced the problem of converting the account numbers listed in existing passbooks. Issuing new passbooks would be an expensive operation.

Home used 1 1/4" x 5/16" blank labels which were run through its imprinter. All new account numbers were printed out in just two hours.

The labels were then distributed to the Association's branches and, as each passbook came in, a clerk merely peeled off the proper label and applied it over the old number.

Another method of speeding clerical work was developed by Southland Life Insurance Co., Dallas, Tex.



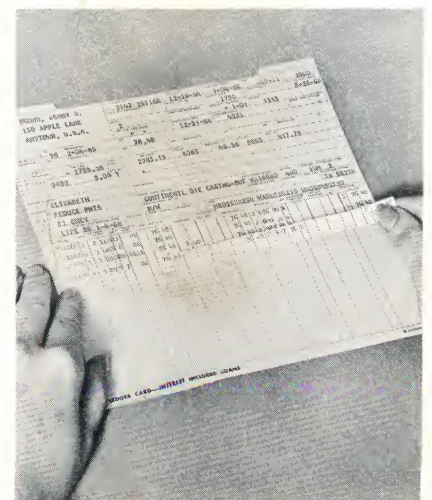
Southwest Savings & Loan Association uses labels and the firm's data processing equipment to address mailings.

After Southland Life made the initial conversion to a new EDP system, it still faced the problem of quickly and economically writing policy forms. Variable information relating to the individual policy had to be added by hand or by leasing additional EDP equipment.

Working with self-adhesive labels and an Avery SA9 Tabulabeler, Southland found it could print variable policy information utilizing an off-line EDP printer. The labels are then affixed by the Tabulabeler.

The firm estimates that total time of preparing and affixing the labels is considerably less than the previous methods, and the cost of the labeler was equivalent to about one

Labels enable branches of Pacific Finance to keep ledger cards current even though bookkeeping is done in central accounting office with a computer.



and a half months' rent on the EDP system which was released by this system.

But utilization of self-adhesive labels isn't limited to office or accounting tasks. The Smith-Corona division of SCM Corporation has combined its data processing equipment and self-adhesive labels to provide assembly information for 50,000 special-order typewriters a year.

Under the system, a copy of each order received is sent to a scheduling unit where the decision is made as to what has to be built into the machine in order to satisfy the customer's requirements. The desired characteristics are then marked on pre-determined blocks on a specially designed punch card. Quantity desired is also indicated. Only one card is created for each group of identical machines in the order.

After a production serial number has been assigned, the cards are sent to the Data Processing Center where they are processed through an IBM 1401 and the production data printed out on labels. Two identical labels are created for each machine in the order.

The label sets are sent to the factory where they are separated by means of center perforations. One label is applied to the side frame or segment of the typewriter chassis, the first components of the typewriter in the production system.

As the component goes through the production process, the label allows workers in the various departments to identify the special characteristics desired and to factor them into the machine's manufacture.

The other half of the two-part set is affixed to a large shipping label, which is delivered to the end of the production line, where it waits for the completed typewriter. When the typewriters are finished and boxed, the two labels are matched to verify the typewriter in the box against the shipping order and the customer.

The larger label is then affixed to the carton and the production line label removed and accumulated to provide instant production statistics.

Another manufacturing utilization has enabled Excelum Aluminum Products Corp. to "throw away" the marking pens previously used to identify products with such pertinent data as job lot, date, factory job number, etc. This information was applied at least twice to its aluminum doors and windows and had to be erased after installation.

Using its IBM 402, Excelum now prints all pertinent data directly on labels. Along with the information previously applied by hand, the label also carries the production setup number, which provides a quick reference to the more detailed production work order.

These diverse applications are just a few of the growing number of time and money saving tasks that are now further enhancing the

value of data processing equipment. While self-adhesive labels are not the only method of broadening EDP usage, they are rapidly becoming

one of the most popular and effective ways of heightening the importance of data processing equipment, personnel, and uses. □